

THE REPUBLIC OF GEORGIA AS A DESTINATION FOR GASTRONOMIC TOURISM

Республика Грузия как направление для гастрономического туризма

In the modern world, the tourism industry is one of the fastest growing. Despite many political, economic and social challenges, tourism remains an important factor in the development of national economies. Competing in this market, countries are developing a variety of tourist destinations, including gastronomic tourism. Gastronomic tourism involves travelling with the aim of exploring a country's national cuisine, the specifics of food production and preparation, as well as the culture of its consumption.

Many regions have the resources to organize gastronomic tourism, however, the national cuisine of Georgia is famous not only for delicious food, but also for its rich history, which also plays an important role in choosing a destination for gastronomic tourism. Tourism in Georgia is one of the key components of the country's economy and continues to develop rapidly: in the first half of 2024, more than 3 million tourists visited the country, which is 5.6 % higher than the figure for the same period last year [1]. The promotion of tourism in Georgia is overseen by the Georgian National Tourism Administration.

At the moment, there are many tourist programs offering an introduction to the cuisine of Georgia. In such programs, it is especially common to get acquainted with various small farms and visit plantations, for example, for growing grapes. Such tours are in great demand [2]. Speaking about the gastronomic tourism of Georgia, it is worth mentioning the national festivals of local cuisine. One of such events is Tbilisi City Day, known as «Tbilisoba», which is celebrated on the first weekend of October. Tbilisoba features a variety of activities, including a culinary festival with the highlights on grilled meat (shashlik) and a winemaker's celebration, during which visitors can participate in grape crushing. The festival called «Rtveli» is dedicated to grape harvesting. It usually takes place in late September in Kakheti and mid-October in western Georgia. Wine tourism is also a growing trend in Georgia. Sometimes it is only part of a full gastronomic tour, but there are also separate offers of wine tours on the market [3]. Speaking about the relevance of such tours, it should be mentioned that in 2021 the UNWTO World Tourism Organization published a guide to the most famous wine routes in the world, which included Georgia. This guide is called «Wine routes of Georgia» [4].

It can be concluded that the advantages of gastronomic tourism in Georgia are the inexhaustible number of numerous cafes and restaurants, a variety of national holidays and gastronomic festivals.

References

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THE CHARACTERISTIC FEATURES OF ENTREPRENEURIAL ACTIVITY IN DIFFERENT COUNTRIES AND REGIONS OF THE WORLD

Характерные черты предпринимательской деятельности в разных странах и регионах мира

The characteristic features of entrepreneurial activity in different countries and regions of the world reveal the diversity and complexity of global entrepreneurship. This article examines the unique traits that define entrepreneurship across regions, focusing on cultural, economic, and policy influences. The objective is to analyze these variations and highlight their impact on global business strategies and regional development.

Entrepreneurship is a significant driver of economic growth, fostering innovation, job creation, and competitiveness. However, the entrepreneurial environment varies greatly worldwide due to cultural norms, legal systems, economic conditions, and government policies. Understanding these differences is crucial for entrepreneurs and businesses aiming to expand internationally.

In North America, particularly in the United States and Canada, entrepreneurship thrives on innovation and a high tolerance for risk. The presence of robust venture capital networks and supportive legal frameworks, such as strong intellectual property rights, encourages startups in fields like technology, healthcare, and entertainment. Government incentives, including tax benefits and funding opportunities, further enhance the entrepreneurial landscape.

Europe presents a different approach, emphasizing sustainability, advanced manufacturing, and service-based industries. Countries such as Germany are known for their focus on long-term planning and precision, while Scandinavian nations lead in green technology and social innovation. Despite these strengths, navigating the complex regulatory frameworks of the European Union can pose challenges for entrepreneurs.